



Axtria SalesIQ

AI-powered sales planning and operations platform for the global life sciences industry, optimizing territory, targeting, and incentive compensation.

<https://www.axtria.com/sales-effectiveness/territory-alignment-and-roster-management/>

Overview

Axtria SalesIQ is a leading cloud-based sales planning and operations solution specifically designed for the global life sciences industry. The platform leverages Agentic AI and GenAI to transform sales execution through AI-driven planning, real-time intelligence, and automated actions . It is an end-to-end global solution that enables commercial organizations to effectively scale across markets and drive efficiency with a unified platform .

Key Features and Capabilities:

Agentic Territory Alignment and Roster Management (DesignPro): Streamlines assignments, balances workloads, and maximizes coverage through an AI-powered solution .

AI-powered Segmentation and Targeting: Uses real-time insights to identify high-potential customer segments and capture the most relevant channels for interaction .

Agentic Incentive Compensation: Manages compensation plan design and simulation, goal setting, sales crediting, and plan administration to ensure timely and accurate payouts .

Omni-channel Call Planning: Designs optimal customer engagement plans, including personal and non-personal channels like phone, email, and virtual meetings .

Embedded Analytics and Field Intelligence: Provides high-performance, personalized dashboards and real-time, AI-powered insights to field representatives for next best actions .

Simulation and What-If Analysis: Allows commercial teams to pressure test segmentation designs and simulate workload balancing and incentive plan changes .

Target Users and Benefits: Axtria SalesIQ is primarily targeted at commercial organizations, sales operations, and field sales teams within the biotech and healthcare/life sciences industries . It is particularly well-suited for medium to large enterprises . Benefits include up to a 50% reduction in alignment cycle time and a 30% reduction in disputes and inquiries, driven by standardization and transparency . The platform is mobile-ready, providing field users with on-the-go access to the solution .

Key Features

- Agentic AI-powered Sales Planning
- Territory Alignment and Roster Management (DesignPro)
- Incentive Compensation Management
- Segmentation and Targeting
- Omni-channel Call Planning
- Simulation and What-If Analysis
- Embedded Analytics and Dashboards
- Gen-AI powered Field Intelligence

Pricing

Model: enterprise

Quotation-based, enterprise pricing model. A component (Segmentation & Targeting Platform) is listed on Salesforce AppExchange starting at \$10 USD/user/month, indicating a per-user subscription structure for modules.

Target Company Size: medium, enterprise

Integrations

Salesforce, Veeva, CRM Systems (General), Marketing Tools

Compliance & Certifications

SOC 2 Type II, ISO 27001, ISO 27701, HIPAA (Internal Validation), GDPR (Internal Validation)

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